

ANNUAL PERFORMANCE REPORT

From: Oct 1, 2008 To: Sept 31, 2009

Submitted by: Population Services International Vietnam
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I. PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

- During the reporting period, PSI implemented all program activities under the sub-contract agreements with all provincial government partners in the 7 PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, Nghe An, HCMC, Can Tho, and An Giang).
- In November 2008, PACCOM and COMINGO granted the Representative Office license to PSI/Vietnam to expand programming in Vietnam. The license is valid for 3 years and allows PSI to operate in Vietnam, recruit additional personnel and set up a branch office in HCMC.
- In December 2008, PSI set up the branch office in HCMC and added two (2) new staff.
- PSI met with other PEPFAR partners (Abt Associates, Chemonics) to explore collaboration and partnership opportunities. PSI worked with the HPI project (Abt Associates) on the 100% CUP initiative in An Giang. PSI shared its research documents and lessons learnt from the male client project and condom social marketing activities to inform the 100% CUP initiative.
- PSI also collaborated with Chemonics to roll out the Workplace Initiative in high-risk settings and to explore linkages with the current Male Client project and condom social marketing program. PSI also shared its research documents (design, questionnaire) and communication materials with Chemonics to assist with their program activities.
- As part of creating an enabling environment for HIV prevention interventions, in partnership with PSI, the Provincial AIDS Centers (PACs) and Provincial Health Departments (PHDs) in all project provinces conducted 20 advocacy meetings with Districts' Government authorities and owners of high-risk establishments (non-traditional outlets – NTO and entertainment establishments – EE) to get their support for the HIV prevention interventions, including the condom social marketing program.
- As part of the PMTCT program, PSI established several local partnerships with governmental and community based organizations to reach women at the community level. PSI conducted trainings for representatives from governmental (Women's Union) and community based organizations (Network of FP Collaborators and Health Volunteers, Midwives association) to conduct interpersonal communication activities and community mobilization events with pregnant women at the community level.
- In collaboration with the PHD/PACs, PSI's field teams updated mapping data for MARP sites (EEs for male client sites, MSM and SW hotspots for various program interventions).

1. Prevention/Other Behavior Change

Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms)

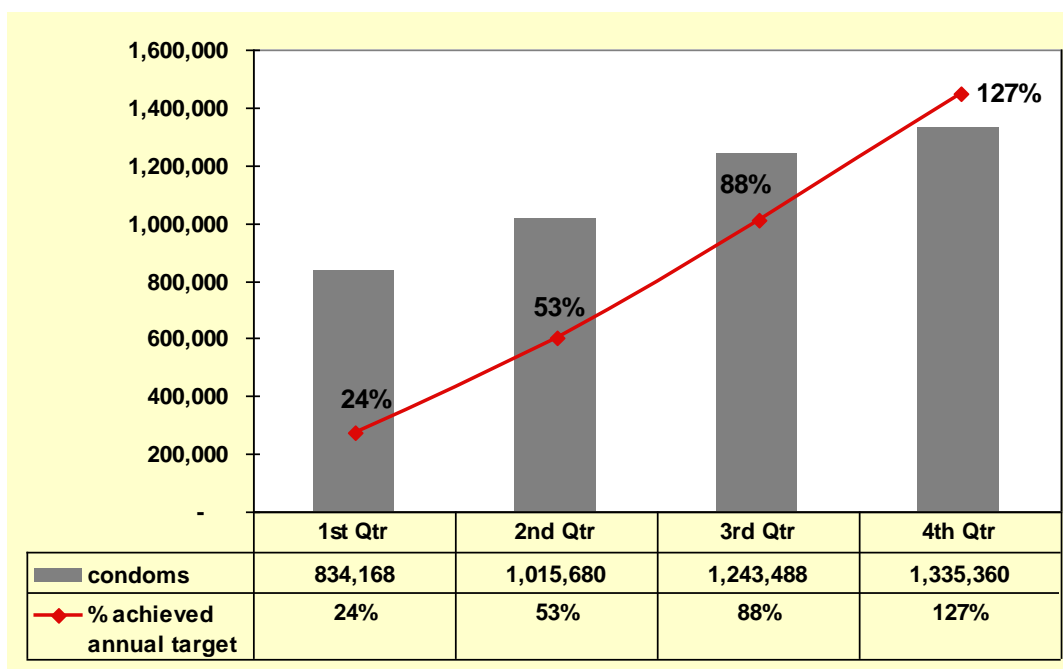
Overview (Highlights, Key Achievements)

During the FY08 reporting period, PSI sold over **4.4 million Number One male condoms** in 7 PEPFAR priority provinces through its condom social marketing program. This represents a 127% increase over the annual sales target (3.5 million condoms) and a 26% growth rate over the *Number One* condoms sold in FY07. Through the condom social marketing program, PSI sold *Number One* condoms in over 5,790 non-traditional outlets (NTOs) since the launch of the brand in October 2007. During the reporting period (Oct 2008 to September 2009), over **3,961 NTOs** bought condoms from PSI's sales team.

In FY08, PSI program also sold **251,664 Number One Plus lubricant sachets** (co-packaged with *Number One* condoms) in outlets such as pharmacies, bars, clubs and select cafés in MSM and SW hot spot areas. This sales volume represents 101% of the annual sales target (250,000 lubricant sachets).

PSI established new distribution partnerships with 7 provincial sub-distributors and one national distributor to improve condom distribution efforts and enhance the efficiency of its distribution network. This will improve management of product flow, stock levels and local efforts to increase coverage of NTOs and EEs. In FY08, PSI implemented a series of sales promotion campaigns to improve condom availability and improve *Number One* condoms visibility in high-risk areas and in non-traditional outlets such as: *Number One* condoms 2009 calendars, wall-clocks and posters. In an effort to identify the retail universe of non-traditional outlets in the 7 PEPFAR priority provinces, PSI conducted a mapping exercise and identified 7,356 outlets. Of these, 4,113 were part of PSI's existing retail universe and over 3,240 outlets were newly added to the universe.

Chart 1: Quarterly Number One condoms sales compared to annual target



Highlights: Narratives Based on the approved Work Plan

- Conducted sales promotion in January and September to improve relationships with the top 500 NTOs across PEPFAR provinces.
- Distributed 1,800 *Number One* clocks in March and April 2009 to key Hotels/Guest houses to increase *Number One* condoms visibility.
- Implemented the *Number One* raincoat promotion in July 2009 (to maximize the seasonality effect on sales) to increase sales volume and *Number One* brand visibility.
- Recruited a local research agency to implement a comprehensive Retail Universal Mapping study across PEPFAR provinces to verify existing NTOs and identify new NTOs in March 2009 and completed mapping study in July 2009.
- Conducted sales promotion (free shampoo sachets) to improve condom purchases by hotels and guesthouse owners. The objective of the promotion was to increase bulk purchases among hotel and guesthouse owners. Conducted a Direct Sales Campaign through the Promoter Teams in entertainment establishments (EE) to increase access to condoms among male clients of SWs in high-risk sites.
- Conducted similar Direct Sales Campaign targeting MSM hot spots, including MSM clubs, bars and cafés to promote *Number One* Plus lubricants (co-packaged with condoms).
- Distributed *Number One* New Year calendars to 1,300 key NTOs in December to improve visibility of condom promotion messages and *Number One* brand among the outlets owners and customers.
- Conducted targeted promotion activities, such as a Poster Placement campaign (in December 2008, March and June 2009), to increase brand awareness and promote positive brand attributes. PSI worked with a local media agency to identify placement opportunities for *Number One* posters

in high-risk areas based on mapping of NTOs and EEs. Sixty thousand posters were placed across PEPFAR provinces during the reporting period.

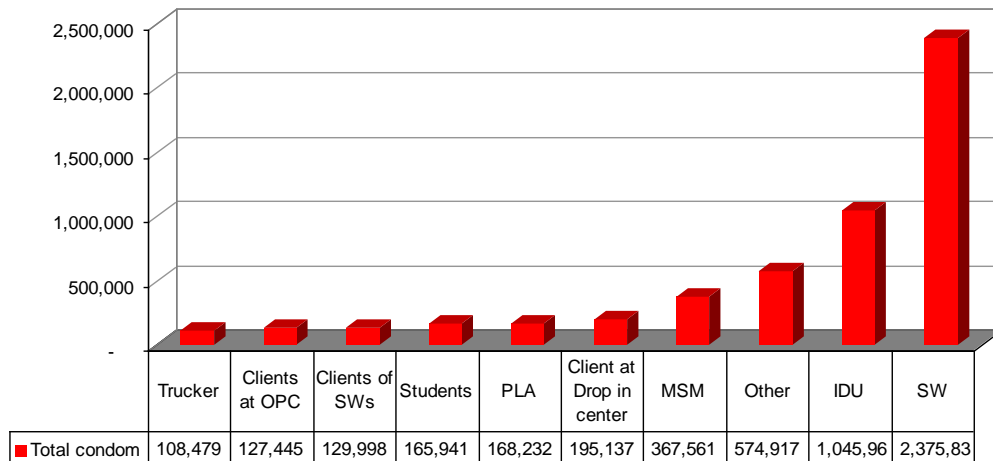
- A similar Poster Placement campaign was implemented for *Number One* Plus water-based lubricant in high-risk areas mapped for SW and MSM. Five thousand posters were placed in Hanoi and HCMC during the reporting period.
- Implemented the Mystery Client Campaign in December 2008, May and July 2009 across PEPFAR priority provinces. The campaign encouraged hotels and guesthouses to stock condoms and promote condoms to their customers. Over 5,000 hotels and guesthouses were visited by Mystery Clients.
- Recruited one new tele-sales position in HCMC branch office. This position will help verify mapping data of NTOs in the southern region. The tele-sales person helps book orders from small NTOs to improve condom access in strategic locations.
- As part of PSI's continued efforts to improve product availability in entertainment establishment, PSI placed *Number One* rolling banners, *Number One* branded umbrellas, and *Number One* selling boxes (with lights) in the key EEs in Hanoi, Hai Phong and Ho Chi Minh City. These select EEs have agreed to stock *Number One* condoms and sell them directly to their customers.
- Implemented "top-up card" promotion to encourage sex-workers to purchase and use *Number One* condoms with their clients, as well as improve willingness to pay for condoms among SWs and NTO/EE owners. This program was implemented in 90 select hotel and guesthouses in Hai Phong (Do Son), Nghe An and Can Tho. The campaign was successful in Nghe An (average sales volume per outlet increased by 140% compared to sales volume in the baseline month) and in Hai Phong (average condoms sold per target outlet increased by 148% in comparison with baseline month). However in Can Tho the campaign was not well received as only 1 outlet among 20 selected hotels/guest houses participated in the campaign.

Targeted distribution of free commodities through PEPFAR partners:

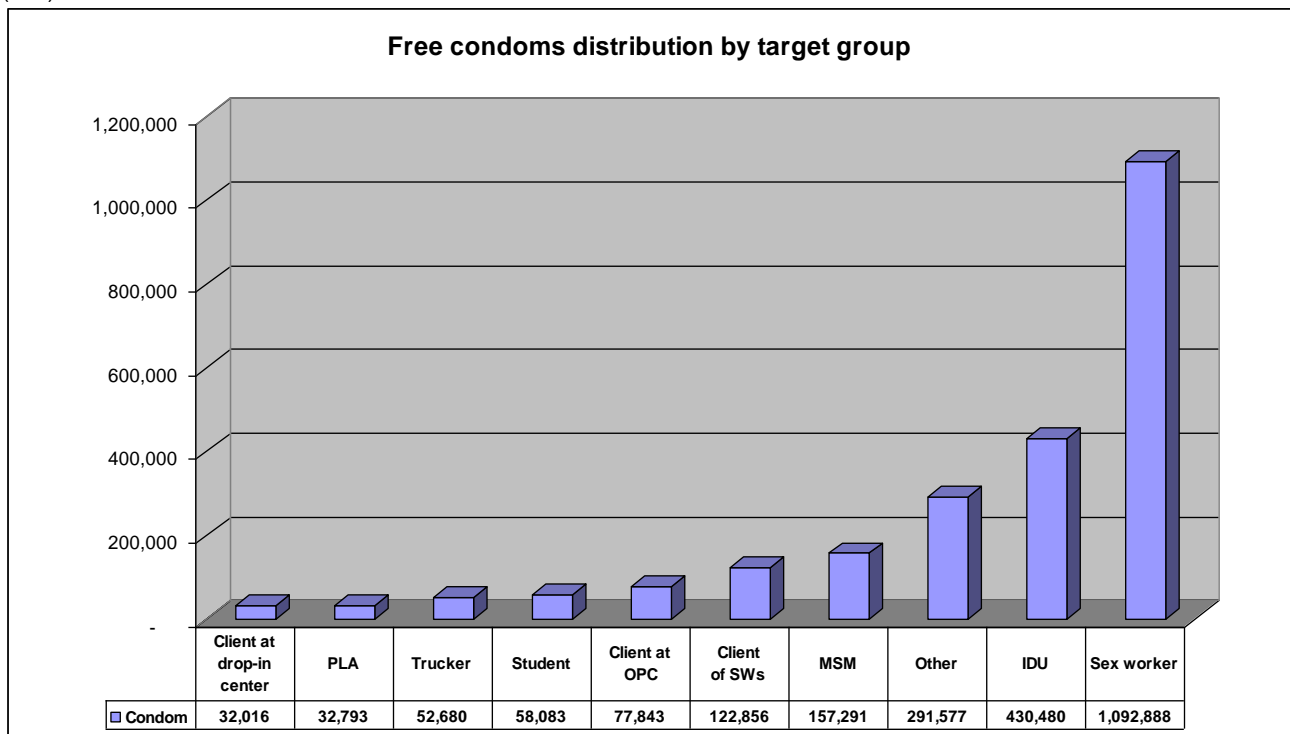
- In FY08 PSI distributed **6,393,057 Protector Plus condoms**, **239,272 *Number One* condoms**, and **230,000 un-branded lubricant sachets** for free distribution among **22 PEPFAR partners**.
- PSI worked with USAID and the Government of Vietnam (VAAC, Ministry of Health, and Ministry of Finance) to complete importation and customs clearance of 3 million un-branded lubricant sachets and additional 576,000 Protector Plus condoms in January 2008.
- PSI established a new warehouse in Hanoi to accommodate the increase in free product distribution planned by USAID for PEPFAR partners (Increase from 1.7 million condoms for free distribution to over 8 million condoms and 3 million unbranded water-based lubricant). During the reporting period, PSI's Administrative department finalized the Inventory Manual to update inventory management systems, internal controls and warehouse operations (to include new products and new warehouses).
- All distributed Protector Plus condoms have the stickers with a line of "free condoms, not for sales" and other relevant information in Vietnamese as per VAAC requirement.
- PSI worked closely with USAID to conduct a coordination meeting in March 2009 among all PEPFAR partners for free condom distribution management. The objectives of the meeting were to better understand how partners develop annual and quarterly distribution plans; receive updates on first quarter distribution; understand challenges they encountered in free distribution and hear suggestions and improvement areas for PSI to better support their free distribution efforts. The meeting was helpful in ensuring partners understand the need for coordination, reporting and better planning.
- In the middle of the year, USAID approved PSI to distribute additional condom requirements for the PACT partners for their care and treatment activities. The MIS form were revised to reflect all types of partners activities, including care and treatment partners to ensure correct and consistent reporting and to determine estimates for next quarter distribution
- Prepared an updated report on free condom distributed done by the PEPFAR partners during the reporting period. Charts included in **Annex 1** provide an overview of the free condom distribution by partners, by province, by setting/site and by target group. This is based on reports completed by partners for the reporting period.
- PSI continued to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution. The current MIS forms were revised to reflect all types of partner activities, including care and treatment partners to ensure correct and consistent reporting and to determine estimates for next quarter distribution.

- In July – August PSI worked with USAID and PEPFAR condom partners to complete all detail free condom distribution financial reports for 5.6 million Protector Plus condoms and 2.1 million *Number One* condoms and 165,000 lubricant sachets as per the requirement from the Vietnamese government partners (VAAC, Ministry of Health and Ministry of Finance).
- PSI worked with VAAC in developing the plan for 5-year condom importation, which will help to shorten the time for getting individual approval for each shipment. The final approval for this 5 year importation plan is expected to be obtained in early FY09.

Free condom distribution by target group
5,259,515 condoms



Note: Others are new partners such as care-givers (Health Right) Hotel staff (Cohed), and Sex partners of MARP (FHI)



Note: Additional charts of details of free condom and lubricant distribution (by province, by partner) are included in **Annex 1: Free Distribution Updates (Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms) of the report.**

Lessons Learned/Constraints:

- During the reporting period, there was a significant increase in free condom distribution in non-traditional outlets due to leakage from partners receiving free condoms for distribution to most at-risk population (MARPs) groups. The sales team reported availability of brands such as VIP, Chim Sao and others in hotels and guesthouses. As free condom distribution tends to be sporadic and unsustainable, this is likely to affect the feasibility of the social marketing program and long-term sustainability of creating a proper condom market in Vietnam. Research shows that most risk groups have the willingness and ability to pay for condoms, especially at subsidized prices.
- Building and maintaining team capacity was challenging during reporting period as the contracts for 10 sales reps were terminated for unsatisfactory performance.
- Selling *Number One Plus* to pharmacies in hotspot areas, NTOs and MSM hotspot is very challenging. Off-take from outlets to end-user is very low due to low awareness and knowledge levels around water-based lubricant.
- Continuing to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution, working with some new partners and some current partners but have changed contact person (turnover rate in local NGOs)
- Some partners have difficulties submitting distribution reports on time because condoms were distributed in many provinces and through many activities. Working with some big partners (FHI, Life Gap) we discovered capacity issues and poor stock records as important reasons for delays in reporting.
- Condom coordination meeting with USAID helped identified overlap between free condom requirements (and distribution figures) among major partners such as LifeGAP, FHI and HCMC PAC. There is immediate need to manage this overlap to limit overlap and ensure effective use of program resources.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- During the reporting period, PSI met and exceeded the targets. The program has met all the annual sales and product distribution targets.
- The coverage of NTOs exceeded the target. This was due to the steady investment of sales resources (regular follow up, targeted promotions etc.). However in order to keep high coverage of *Number One* product at NTO channel in the future, PSI had launched a new bonus scheme applied for sales reps that focus on sales volume and coverage target.
- All activities proposed in the approved annual work plan were completed.

Plan for Next quarter:

- Prepare annual Sales work plan for FY09
- Recruit one more telesales for the North region
- Team capacity building and training at National Sales training workshop.
- Develop and distribute *Number One* 2010 calendars
- *Number One* condoms Promotion Team campaign in EEs to increase access to condoms among male clients of SWs at these high-risk sites.
- Follow up with 5 year condom importation plan to get final approval from Government Office
- Work with VAAC in preparing custom clearance documents for next shipment of 8,001,000 Protector Plus condoms and 7,713,000 *Number One* condoms (expected in November 2009)

2. Counseling and Testing:

Result 2: Increased Access To and Uptake of Voluntary Counseling and Testing (VCT) Among MARP

Overview (Highlights, Key Achievements)

In FY08, PSI continued marketing activities for outdoor placement and website advertisements. To increase online interactivity, PSI worked with a local research agency to develop an online risk assessment questionnaires for men to fill in before proceeding to the address information of all VCT sites in 7 provinces. The risk assessment survey helps increase personal risk perception in terms of

visiting sex workers, inconsistent condom use, multiple partners and provides reasons for high-risk men to access VCT services. PSI also launched the National Testing month promotion campaign which was very successful (details are provided below). As a result of the campaign (and other factors involved in VCT service delivery), client flow at the promoted VCT sites increased about 17% in December compared to the previous month. In response to the research data showing inadequate distribution of VCT promotion materials among SWs and low awareness of site location, PSI launched a VCT direct marketing campaign targeting SWs in non-traditional outlets. From the NTO mapping exercise in Quarter 3 FY08 and inputs from condom sales representatives, a total of 1,600 hotels/guesthouses were identified in 7 focus provinces as likely to have SWs. These outlets were selected for the VCT Direct Marketing campaign. In each province, one promotion team of 4 people visited the identified venues in their province to maximize reach among the Sex Workers group in these venues. The Promotion team delivered key VCT messages to SWs and EE owners, along with the IEC materials and promotional items with the main objectives are to increase VCT awareness among SWs, i.e. what is VCT, site location and importance of HIV testing.

Highlights: Narratives Based on Approved Work Plan

- Continued targeted placement of the *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas. The list of high-risk areas was updated based on information provided by PAC/PHDs and other PEPFAR partners. PSI continued to support 62 VCT sites in 7 PEPFAR provinces. A new contract was extended for VCT outdoor with Hanoi, Hai Phong, Quang Ninh, Nghe An, HCMC, Can Tho, and An Giang.
- Following the success of Web-based advertising, PSI worked with local agencies to implement electronic banners in 3 popular websites for male clients and 3 MSM websites to promote *Chan Troi Moi* VCT services for 6 months in 2009 (March and May-September 2009). In order for men to evaluate their risk behavior, PSI created an online risk assessment questionnaire for clients to complete and help identify their need for knowing their HIV status. PSI used the Google Analytics tool to monitor the number of times the VCT banner was clicked and total number of IPs for all websites. A total of 265,690 people accessed the campaign web advertising across the different websites (70,787 IPs from www.24h.com.vn; 13,867 IPs from www.baobongda.com.vn, 37,976 IPs from www.vnexpress.net, 138,546 IPs from www.nhac.vui.vn, 1287 IPs from www.thegioithu3.com; 3,180 IPs from www.boyvn.com; and 47 people from www.adamzone.com)
- Print media: Print advertisements were placed at the most popular magazine for male clients during August – September at An Ninh Thu Do, Cong An TP HCMC, An Ninh The Gioi. Informational articles were placed at Thanh Nien and The Thao Van Hoa. The Print ads and informational articles helps increase VCT awareness among Male client group, i.e. what is VCT, why it is important and where the VCT sites are located. The campaign also promotes key attributes of the VCT sites including friendly and professional services, and free and accurate test result.
- During the reporting period, PSI implemented the “National HIV Testing Month” promotion campaign in all 7 PEPFAR provinces in coordination with its local government partners. The National HIV Testing month was themed: Chia Se Niem Tin, Giu Gin Hanh Phuc (Share Hope, Protect Happiness). This month-long campaign included comprehensive communication activities, including mass media (outdoor, print, websites), mid-media (events at community level) and interpersonal communication activities. The campaign was integrated in all national and provincial government activities for World AIDS Day.
- Activities from the National HIV Testing Month campaign included:
 - Print media: 30 VCT month advertisements were placed in major national newspapers. The campaign was covered in 9 press reports and 28 newspaper articles during the month.
 - Web-based advertising: Electronic banners were placed in 4 popular websites to promote *Chan Troi Moi* VCT sites. Online banners provide site addresses and other details for all *Chan Troi Moi* sites in 7 PEPFAR provinces. Over 80,000 clicks to the campaign messages across the different websites during December 2008.
 - Outdoor media for ground level presence: street banners, posters and flyers promoting *Chan Troi Moi* VCT services were placed in strategic sites in Hanoi and HCMC to raise awareness of the National Testing Month campaign.
 - Small Events: 20 small events were conducted in high-risk sites and VCT centers in Hanoi and HCMC every Saturday during December 2008. Events employed an edutainment

strategy, combining entertainment with information about HIV and *Chan Troi Moi* VCT services. A total of 11,894 people participated in these events.

- Support to PACs: A VCT package for peer educators (uniforms for promotion month, *Chan Troi Moi* materials and promotion materials developed for the National Testing month campaign) was distributed through PAC/PHDs across PEPFAR provinces.
- Focus on VCT promotion at EE settings (targeting male clients of SWs) during VCT Month included: IPC teams integrated *Chan Troi Moi* VCT messages as part of their targeted outreach activities among male clients of sex workers in six PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, HCMC and Can Tho).

Community-based special events were conducted to promote National Testing month campaign and support for VAAC for World AIDS Day. Activities included:

- VAAC organized a special event to celebrate World AIDS Day (WAD) on November 30. This event and related activities were broadcast on VTV and O2 TV television channels. *Chan Troi Moi* campaign messages, along with the National HIV Testing month campaign, were advertised during the television programs.
- Quang Ninh PAC organized a special event with the participation of 500 workers in the industrial zone in Ha Long to promote *Chan Troi Moi* VCT services.
- An Giang PAC organized a special event (music show) in a crowded area near an EE in Long Xuyen city to celebrate WAD. The MC at the event covered a range of different topics related to HIV/AIDS and VCT services. The events included interpersonal communication games and VCT gift items for participation. Over 1,000 people attended the event.
- Hai Phong PHD also organized a similar WAD event in Youth Culture House with 300 participants. After the event, a big group of 80 IPCs and PAC peer educators conducted a road show around Hai Phong and distributed *Chan Troi Moi* VCT materials to the crowd.
- Can Tho PAC conducted an extensive road show to promote VCT messages and distributed *Chan Troi Moi* VCT materials during the show.
- Ha Noi PAC conducted a special event in Nghia Tan Culture Palace to promote *Chan Troi Moi* VCT sites. This event was attended by 250 participants.
- HCMC PAC integrated VCT promotion into three WAD events conducted in District 5, District 10, and Tan Binh district with VCT outdoor ground level messaging, and distribution of VCT materials and promotional items. They also conducted a Q&A competition sessions with VCT topics.

Lessons Learned/Constraints:

- Need to improve VCT data collection. For this, PSI has started 2 initiatives. One is to collaborate with CDC and Life-GAP to share data at the central level to determine the total number of clients accessing VCT services in all provinces and sites. PSI is waiting for CDC to coordinate a meeting with Life-GAP and FHI to discuss options for data sharing. The second is to improve the questionnaire to get feedback on the *Chan Troi Moi* campaign and measure VCT uptake by MARP groups. The MIS form to measure campaign exposure was revised based on feedback from CDC and additional behavioral questions included. However, the client information forms (including type of MARP group) are not standardized across the VCT services implemented by different PEPFAR partners. All VCT sites report a large proportion of client as 'other' in the target group category. It is difficult to break down this data by MARP as the sites are unable to provide further details for these VCT clients. The revised VCT MIS forms will help provide detailed information on VCT client flow, including number of clients by site and by target group. PSI will work with the PAC/PHD in each province and the VCT partners to roll out the forms from the next quarter.
- In line with the above, it is difficult to promote VCT services as high quality, confidential, friendly services etc. as each PEPFAR partner has a different name for the VCT sites. There is immediate need to coordinate provision of VCT services under one brand name to ensure consistency and also to maximize the communication support funded by PEPFAR under the *Chan Troi Moi* campaign.
- In addition to this, PSI conducted a behavioral survey among SWs (and SWs who are IDUs) in 6 PEPFAR provinces. This survey helps measure uptake of HIV testing, including VCT in this MARP group. PSI will conduct similar behavioral surveys among all MARP groups (including IDUs, male clients of SWs and MSM). Results showed very low use of VCT among SWs and also low awareness of site location.

- Partners need to provide regular updates on all information related to VCT sites. This will help the program revise IEC materials and include all new VCT sites in the *Chan Troi Moi* communication campaign. PSI will continue to work with the PAC/PHD in each province to follow up with the VCT partners.
- Forward planning for the National HIV Testing month campaign is important. In the future, PSI will work with the PEPFAR team, Life-GAP, VAAC and PAC/PHD in each province. PSI will also plan the National HIV Testing month prior to the World AIDS Day campaign.

Explanation/justification where achievements exceeded/fell below target:

All activities proposed for VCT campaign in the approved work plan were completed. PSI met the client flow growth target for the reporting period.

Plan for Next Quarter:

- Continue targeted placement of *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas.
- Prepare to launch VCT Testing month promotion campaign, including the mid-media events in 7 provinces.
- Measure impact of the VCT Direct marketing targeting SW in 7 provinces
- Continue to provide IEC materials and IPC tools (VCT leaflets, brochures, marketing cards, and flipcharts) to peer educators and outreach workers under PAC/PHDs to distribute among MARP groups.

3. Prevention of Mother-to-Child Transmission (PMTCT)

Result 3: Increased Uptake of PMTCT Services Among Pregnant Women

Overview (Highlights, Key Achievements)

PSI implemented the PMTCT mass media campaign across seven PEPFAR provinces (Ha Noi, Hai Phong, Quang Ninh, An Giang, Can Tho and Ho Chi Minh City). PSI now provides communication support for **172 CDC/Life-GAP supported PMTCT sites in six provinces**. PSI also worked with the provincial government partners (PAC/PHDs) and the project-supported ANC sites to provide IEC materials (posters, brochures, pregnancy calendars, reminder postcards) to all sites.

In addition to the mass media campaign, PSI conducted community mobilization events at the district level. In partnership with the Provincial AIDS Centers (PAC)/Provincial Health Department (PHD), PSI organized quarterly events in communities within the three target provinces in the North (Hanoi, Hai Phong and Quang Ninh). The local government authorities and community workers helped with invitations to ensure participation from pregnant women. The objective of the event is to increase knowledge of PMTCT (HIV, modes of transmission, importance of testing etc.) and awareness of the services available within ANC facilities. The events provide an opportunity to promote HIV testing as an important service in protecting the health of their baby and to address stigma and discrimination issues related to HIV testing during pregnancy. To increase awareness of PMTCT and HIV, increase personal risk perception, and promote early testing, tools such as expert lectures, interactive discussions, and games have been developed to create a dynamic and meaningful experience for the women that they will share with others. Attendees received IEC materials and other promotional items branded with the media campaign logo and key messages.

In collaboration with the Provincial AIDS Centers (PAC)/Provincial Health Department (PHD), PSI also partnered with government and community-based organizations such as Family Planning Collaborator and Health Volunteer Network (Hai Phong), Midwives Network (Hanoi) and Women's Union (Quang Ninh) as these organizations work in HIV/AIDS, RH and FP issues within the community and have access to pregnant women in their communes/wards. PSI provides training on promotion of PMTCT services and communication skills to the representatives of these organizations to conduct interpersonal (one-on-one) communication activities to increase knowledge of PMTCT and promote early HIV testing during pregnancy. Staff use IEC materials such as flip charts to deliver key messages and participating women receive branded gifts to reinforce messages promoting awareness and early testing. PSI has set up monitoring and evaluation mechanisms to ensure quality and measure reach of these activities.

Community mobilization events and interpersonal communication (IPC) activities help link local community with the larger mass media campaign. These activities are focused in and around areas near project-supported ANC sites.

In addition, PSI integrated PMTCT promotion within the SW-IDU outreach intervention to reach high-risk women. PSI provided training and IEC materials to outreach workers and continued to monitor reach and relevance of PMTCT messages for the SW target group.

Number of pregnant women reached in FY 08	Quang Ninh	Hai Phong	Ha Noi	Total
IPC activities	1,249	802	1,144	3,195
Community mobilization events	201	190	208	599
Part of the SW-IDU intervention	71	12	0	83

Highlights: narratives based on approved work plan

- As part of the mass media campaign support, PSI placed billboards in and around ANC sites and hospitals in 7 provinces. This included a combination of big and small billboards and bus-stop channels in all provinces.
- PSI also worked with a local agency to place 20 print advertisements in popular women's magazines, including "*Phu nu Vietnam*," "*The Gioi Phu nu*," "*Tiep Thi & Gia Dinh*," and "*Hanh Phuc Gia Dinh*" during April and June 2009. As recommended by CDC, PSI worked with the media to include 12 information articles in these women magazines. The objectives of the articles are to improve overall understanding of PMTCT, to normalize HIV testing among pregnant women and promote early HIV testing during pregnancy.
- In line with the above, PSI also placed web advertisements in websites popular among pregnant women (www.webtretho.com) In four months, nearly **11,000 people clicked** on the advertisement.
- PSI continued to provide posters and other IEC materials to the 172 ANC-based sites. IEC materials and promotion items were also delivered to pregnant women through IPC activities and community mobilization events.
- New PMTCT materials were developed during the fiscal year, such as: health check book and brochure holder. The pregnancy check book was welcomed and appreciated by health workers in district and communal level sites.
- Twelve (12) community mobilization events were conducted to promote PMTCT services in 3 provinces (Hanoi, Hai Phong and Quang Ninh).
- PSI formed a partnership with the Women's Union in Quang Ninh to implement interpersonal communication to promote PMTCT messages in 20 wards of Ha Long city. Trained workers conducted communication activities among 1,249 pregnant women.
- One PMTCT training workshop was conducted for 26 representatives from the Midwives Network in Dong Anh in May. After the training they started IPC work to promote PMTCT services to pregnant women in their community. After the five months of implementation, the representatives from Midwives Networks reached 1,144 pregnant women.
- Another PMTCT training workshop was conducted for 30 health volunteers and family planning staff in two districts of Hai Phong (Ngo Quyen and Hong Bang) in June. After the training they started IPC work to promote PMTCT services to pregnant women in their community. In four months of implementation, 802 pregnant women were reached.
- Two PMTCT training workshops were conducted for twelve SW-IDU outreach workers in Hai Phong and twelve SW-IDU outreach workers in Quang Ninh. After the trainings they started to promote PMTCT services to pregnant women in their target groups. As a result, 83 pregnant women in high risk groups were reached.
- The MIS system was revised to improve data collection of client flow by ANC sites. PSI now collects data for project-supported ANC sites in six provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, Nghe An and Can Tho). This includes data on client flow, including breakdown by time of testing (before 28th week or after) during pregnancy and exposure to PSI's PMTCT campaign by channel. Changes were based on feedback from visitors at the ANC sites to make the form simpler as it self-administered. The new PMTCT questionnaire was used in all PMTCT supported sites from April 2009.
- **Annex 3** includes details of the number of women accessing HIV testing.

Lessons learned/constraints:

- The project must work with the PEPFAR team to identify targets for growth in PMTCT client flow. The objective of PSI's PMTCT campaign is to increase early testing (before 28 weeks of pregnancy) among pregnant women accessing ANC services. However, to measure this it is important that all project supported ANC sites provide client flow information, and record early and late HIV testing.
- The project needs updates from Life-Gap about new PMTCT sites in a timely manner.
- Regular visits and contact with ANC sites are required to collect feedback and estimates of IEC material requirements. Based on feedback, new materials were developed to fit their needs and estimates of IEC material requirements.
- Partnerships with suitable community-based organizations help to reach target groups in particular communities, like women's union, mid-wife, family planning collaborators helps to reach target group, especially mobile pregnant women.
- IPC trainings should focus on practicing skills, case studies and handling situations more than general knowledge. IPC staff should cooperate with other networks in communities to have updated information of general population and target groups.
- Proper monitoring tools and additional coaching for IPC staff in the field after the training is critical to ensure quality. IPC staff will work more efficiently and harder when we stimulate the authority and commitment of district supervisors in monitoring IPC networks in the target districts.

Explanation/justification where achievements exceeded/fell below target:

In this fiscal year, PSI has exceeded some indicators:

- 101 individuals trained to promote PMTCT services: 21 staff in Ha Long woman union (Quang Ninh), 26 representatives from the Midwives Network in Dong Anh (Ha Noi), 30 health volunteers and family planning staff in 2 districts of Hai Phong and 24 outreach workers in Hai Phong and Quang Ninh. This exceeded the annual target of 50.
- 599 pregnant women reached through community mobilization activities and 3,195 pregnant women reached through interpersonal communication activities as well as 83 pregnant women by SW-IDU outreach staff. As a result of the combination of both approaches (community mobilization and interpersonal communication), PSI has exceeded the annual target of 1,000 women reached with PMTCT messages.

Plan for next quarter:

- Implement mass media campaign through outdoor (billboards, bus stops) and electronic (web sites) media to target women of reproductive age in project provinces.
- Conduct community mobilization events to promote PMTCT services in non-IPC districts of two provinces (Hanoi and Quang Ninh). Support PMTCT events in Ho Chi Minh by games and IEC materials.
- Continuing IPC network with more focus in high population communities in current districts. And also expanding in new districts in Quang Ninh (Cam Pha), Hai Phong (Vinh Bao), Nghe An (Do Luong) and 3 districts in HCM city.
- Improve coaching and supervision of the representatives from local networks to promote PMTCT in targeted provinces.
- Revise and develop new IEC materials and promotion items to continue distribution of IEC materials and promotional items in all PMTCT sites in target provinces

4. Prevention/Other Behavior Change:**Result 4: Reduction in the Demand for Drugs and in Initiation of Injection Drug Use****Overview (Highlights, Key Achievements)**

During the reporting period, PSI adapted the Central Asia 'Break the Cycle' program and launched in 2 provinces in the North (Hai Phong and Quang Ninh). PSI conducted qualitative research among male IDUs to understand the process of initiation and to inform adaptation of the program, including developing overall communication strategy, IPC tools and IEC materials and training curricula and materials. PSI also included BTC questions within the SW-IDU quantitative survey (sub-part of the overall SW Behavioral Survey) in 2 provinces to determine baseline scores for the BTC indicators.

PSI is implementing the 'Break the Cycle' (BTC) program among male IDUs and female IDUs. PSI's has integrated the BTC program for direct implementation within its SW-IDU intervention in the 2 provinces. For target male IDUs, PSI provides technical assistance to the LifeGAP IDU program by training peer educators and outreach workers who target male IDUs and also provides them communication materials. In addition to this, PSI also collaborated with Save the Children to integrate the BTC program within their street-youth peer education program targeting adolescents in HCMC and Hai Phong.

In 2009, PSI disseminated results from the BTC Qualitative study with the PEPFAR team and other stakeholders with an update on the BTC intervention activities.

Highlights: narratives based on approved work plan

- Based on result from the formative research, PSI developed a set of BTC materials including 4 IPC tools, leaflet, and program poster. All of the above materials were pre-tested with target groups.
- PSI developed two BTC training modules based on the communication strategy. The training objectives were to reinforce key BTC messages and introduce new IPC tools and IEC materials. After the training, new BTC tools and materials were provided to training participants to use in the field with target groups.
 - In March 2009, PSI conducted the first round BTC training for 12 Life-Gap IDU peer educators and 12 outreach workers from PSI's SW IDU intervention in Hai Phong.
 - In May 2009, PSI conducted the first round BTC training for 15 Life-Gap IDU peer educators and 12 outreach workers from PSI's SW IDU intervention in Quang Ninh.
 - In June, PSI conducted the second round of BTC trainings for 48 outreach workers in both Hai Phong and Quang Ninh (all of them are trained twice)
 - In September 2009, PSI conducted 2 BTC training courses for 27 street-youth peer educators in HCMC and 21 street-youth peer educators in Hai Phong.
- An MIS form was developed and provided to Save the Children's peer education team to collect the MIS data on performance of their peer education team.

Lessons learned/constraints:

- PSI conducted an informal interview with Life-Gap peer educators who attended BTC training. Their feedback on BTC messages about misconception of injecting benefits as well as BTC tools and materials was useful to revise communication strategy and existing materials.
- To monitor the quality of their communication sessions to promote BTC messages by Life-Gap peer educators and outreach workers who attended PSI's training course, PSI plans to work with PACs and the Life-Gap project at the central level, and develop follow-up quality check-list for use in monitoring trips to check and support outreach staff's performance after the trainings.

Explanation/justification where achievements exceeded/fell below target:

- During the reporting period, PSI conducted 6 BTC training course for 99 peer educators and outreach workers (the annual target is 130). This is primarily due to two reasons. First, there was a delay in the launch of the BTC intervention. PSI underestimated the time required to conduct initial research to inform the program design and communication strategy and to develop the BTC training curriculum. Second, as explained above this is a new intervention and PSI conducted 2nd round of training for 48 outreach workers in Hai Phong and Quang Ninh. These repeat participants are not included in the reporting number.

Plan for next quarter:

- Work with PACs in Hai Phong, Quang Ninh, Nghe An and Ha Noi to expand the BTC program in the next year and explore opportunities to integrate the BTC model into other partners' programs with IDUs (World Bank and DFID projects).
- Experiment with a new model of BTC program implementation targeting male IDUs to better inform technical assistance and integration within existing programs in Quang Ninh.
- PSI is working with PACs to expand BTC training to other IDU peer education teams and will make all efforts to improve performance against target.
- Revise existing BTC tools and materials based on field feedback.
- Develop training module for refreshing trainings

- Develop M&E tools and conduct monitoring trips to track quality of performance of the peer educators who attended PSI's BTC trainings

Result 4.1. SW-IDU Intervention Targeting SWs (Non-Users, Other Drug Users and Injecting Drug Users) to Promote Safer Sexual Behaviors and Reduce Risky Injecting Practices

Overview (highlights, key achievements)

In January 2009, PSI, in partnership with the Quang Ninh Provincial AIDS Center, expanded the SW-IDU intervention. An outreach team consisting of 12 members was trained in February and started outreach work from March 2009. During 7 months, Quang Ninh team visited 227 venues out of the 390 mapped venues and conducted communication sessions with **2,689 sex workers**.

PSI continued its intervention program targeting SW-IDU in Hai Phong and increased the coverage to 68% of mapped venues and reached **1,505 sex workers**.

Period: October '08 – September '09		Haiphong	Quang Ninh
Total UIC reached	4,194	1,505	2,689
Sex workers	3,355	1,107	2,248
Sex workers – IDU	518	336	182
Sex workers – ODU	321	62	259

Note: For the Oct-Dec 2008 period, PSI also reported SWs reached in Hai Phong to PACT as this component was funded under PACT.

Highlights: narratives based on approved work plan

- Conducted training for a total 32 outreach workers in 2 provinces
- Increased total number of mapped sites (including street hotspots, bars, karaoke, cafés, and disguised brothels) to 257 in Hai Phong and 390 in Quang Ninh. Conducted communication sessions in 68% and 58% of all sites in targeted districts in Haiphong and Quang Ninh respectively.
- Set up the Unique Identification Code (UIC) system to track exactly number of individuals reached and frequency of visits among all sex workers.
- Conducted 10,428 IPC sessions with target group, using a series of BCC tools developed to address major determinants of safer behavior among SW-IDU. Continued to use screening questions for every new contact to avoid overlap with other outreach program targeting SWs. Expanded outreach work to sub-urban districts to increase new SWs contacted.
- Distributed 56,113 *Number One* male condom, 18,367 Female condom and 31,833 *Number One Plus* lubricant sachets, along with supporting IEC materials, such as condom and lubricant leaflets developed for sex workers
- Launched Drug Demand Reduction intervention for sex workers, who are inhaling drug and other sex workers exposed to drug use.
- Escorted 98 sex workers to VCT and 16 to STI services.

Lessons learned/constraints:

- IPC tools play an important role in increasing rapport and opening dialog about sensitive issues between outreach workers and sex workers.
- UIC Management is good way to track exactly how many individuals reached and frequency of contact.
- Theme-based approach to increases the opportunity for sex workers to be exposed to new information across different behavioral objectives.
- Close collaboration with social marketing is the key to ensure that behavior change communication is backed up by product availability.

Explanation/justification where achievements exceeded/fell below target:

PSI exceeded the target for the number of SWs (including SW-IDUs) reached through its community outreach program. PSI has regularly updated mapping information, based on which the team develops planned journey cycles to ensure targeting efficiency.

Plan for next quarter:

- Expand intervention to 2 new provinces (TBD) and continue intervention in Hai Phong and Quang Ninh.
- Continue integration of Drug Demand Reduction themes with SW-ODU and BTC theme with SW-IDU during IPC sessions.
- Develop new IPC tools
- Update mapping information
- Develop training curriculum and conduct training for outreach workers.

5. Other Specific Program:

Result 5: Increased Capacity of Local Partners to Implement Social Marketing Activities

From October 2008 to September 2009, PSI, in cooperation with AIDS Program (local training partner) and PAC/PHDs, conducted **28 training workshops for peer educators and outreach workers to improve skills for the promotion of condoms and VCT services**. The two-day training workshop is conducted among the PAC/PHD network of peer educators and outreach workers from different projects, including Life-GAP, CDC, FHI, DFID, MDM, and World Bank. The objective of the training is on enhancing peer education and interpersonal communication skills, knowledge about HIV prevention products and services and skills to use IPC tools (flipcharts) and IEC materials (brochures, leaflets, marketing cards etc.).

725 peer educators and outreach workers participated in 28 training workshops during the reporting period. The breakdown by project is:

- 134 peer educators/outreach workers from Life Gap project
- 89 peer educators/outreach workers from CDC project (in HCMC)
- 225 peer educators/outreach workers from World bank project
- 106 peer educators/outreach workers from FHI
- 112 peer educators/outreach workers from DFID project
- 18 peer educators/outreach workers from MDM project
- 41 peer educators/ outreach workers from Global Fund project

Based on findings from SW and SW-IDU survey, PSI updated the training curriculum for VCT and condom promotion for SWs to address key barriers to safer sexual behavior and to increase uptake of VCT services. The new training curriculum was used for SW peer educators in Hai Phong in September 2009.

In July 2009, PSI conducted a BCC and social marketing training workshop for **24** participants of government partners from central level (VAAC) to provincial level (9 DOH/PACs) to promote a better understanding of key concepts related to social marketing and behavior change communications, and develop skills to manage the process of developing and implementing effective BCC campaigns.

Lessons Learned/Constraints:

Based on USAID's comments in the previous Quarterly Narrative Report about the need to measure value-add of the trainings for government partners, PSI improved the pre and post-test forms used during the trainings, and post-training follow up forms to better measure the impact of its training courses on VCT and condom promotion. Those forms were used for the current training courses. Results will be shared in the Q1 report for FY09.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

During the reporting period, PSI achieved 92% of the annual training target (725 individual trained for the peer educators and outreach workers (original target of 788).

Target under-achieved as PSI focused on improving content based on findings from behavioral survey (slightly delayed) and limitation at provincial level (ability to schedule trainings for all peer educators and outreach workers).

Plan for next quarter:

- Work with 7 PACs to finalize master plan on VCT/condom promotion trainings for COP09.
- Continue update on customized training modules for different target groups (IDUs, SWs, MSM).

- Work with PACs and their partners to improve quality of performance of peer educator who attended PSI training courses by monitoring trips using check-list/follow-up forms.
- Produce and provide new IPC tools and IEC materials on VCT and condom promotion and provide with training to peer education teams for use in the field.

6. Strategic Information (Including All M&E and Research/Survey/Assessment Activities)

Overview (Highlights, Key Achievements)

- Completed data collection and analysis for the Behavioral Survey (TRaC study) among SWs (including SWs who inject drugs) in six PEPFAR provinces. The key findings were presented to USAID and other stakeholders in April 2009. Research results were used to update the SW training for VCT and condom promotion through peer educators and outreach workers under the PACs and also to update PSI's training for the SW-IDU intervention.
- Completed data collection and analysis for the "Break The Cycle" Formative study among Male IDUs in two provinces (Hai Phong and Quang Ninh). The research findings were disseminated internally and to donors and stakeholders.
- Completed the concept testing for new marketing campaign for *Number One* condoms targeting male clients of SWs. The findings have been discussed with the program teams to finalize the concept and messages.
- Developed the study design, conducted the field data collection for the round two of the Behavioral Survey (TRaC study) among male clients of SWs. The data entry and cleaning have been completed. The analysis will be completed in the next quarter and the research findings are expected to be available in December 2009.
- PSI plans to conduct a PMTCT quantitative study to measure the impact of the communication support and to better understanding existing barriers to the uptake of PMTCT services among pregnant women. The study will be conducted in November 2009 in 3 provinces in the North (Hanoi, Hai Phong and Quang Ninh). PSI is in the process of selecting the research agency for the field data collection. The field data collection will be completed in the next quarter.
- The study design for the monitoring survey on PSI's IPC coverage with male clients of SWs (TRaC-M study) is finalized. PSI is on the process of selecting the research agency for the field data collection. The field data collection and data analysis will be completed in the next quarter.
- Revised MIS forms and worked with the PAC/PHDs in all 7 provinces to collect VCT client flow data. PSI worked with PAC/PHDs to improve data at the site level to improve exposure questions and include additional behavioral questions to conduct analysis by MARP groups.
- A new VCT database was built to better measure the exposure to different marketing channels, attribution of the effectiveness of the PSI campaign and identify media channels preferred by different target groups. Since applying form in April 2009, 11,672 questionnaires were analyzed. The result of VCT client campaign is available in **Annex 2.2**.
- Completed NTO mapping survey to verify PSI's current retail universe (active and non-active outlets) with total of 7,356 outlets (4,113 outlets were verified and 3,243 new outlet mapped). The detail information of mapping survey was provided to sales team in order to increase current coverage.
- Completed report and collected updated MIS reports from all PEPFAR partners for the free condom distribution activities.
- Completed MIS data collection and analysis for the condom social marketing program. This helps provide detailed information on sales trends by sites and outlet type, impact of the targeted promotion activities.
- Set up MIS system to track 'early' HIV testing among pregnant women accessing project supported ANC sites. This included revising the old PMTCT forms, collecting historical data (where possible) and an additional questionnaire to measure exposure to the PMTCT mass media campaign. Since applying self-administered PMTCT form in April 2009, 5,948 questionnaires were analyzed to show the high proportion of exposure to PSI marketing channels among tested pregnant women. The result of campaign is available in **Annex 3.1**

Lessons learned/constraints:

- Conducting a comprehensive pilot prior to the main survey helped to test the Respondent Driven Sampling (RDS) approach, research instrument (questionnaire) and provided useful lessons for field data collection, i.e. difficulties in SW-IDU recruitment (as this group is more hidden and less

connected compared to the general SWs) led to longer data collection time. Other factors, such as police campaigns, rainy season, the limited free time of SWs also make it difficult to recruit SWs and SW-IDUs. However, through the pilot and main survey, RDS method proved to be feasible and effective for recruiting hidden population like SWs and SW-IDUs. These lessons learned will be extremely helpful for PSI in the next surveys among male IDUs and MSM with which RDS will likely to be used as well.

- Using peer researchers in the BTC formative study was a big challenge due to their drug addiction and limited capacity in doing specific research tasks. CIHP researchers served as field supervisors and played a key role in recruiting the right people for peer researcher positions and ensured the dyads/triads discussions were conducted effectively and efficiently.
- For concept testing using group discussions with a relatively small number of male clients of SWs, the careful screening of respondents before conducting group discussions was very helpful to get an optimal sample and produced strong feedback on the marketing concept. This screening should be continued in the next concept testing to have reliable testing results.
- The pilot is always important and need to be done carefully with the quantitative surveys like male clients of SWs survey, even for a round 2 study. The pilot always provides valuable lessons to improve the study design and data collection in the field.
- Greater involvement of program teams and using the findings from the Marketing Planning workshop has significantly improved the study design for the upcoming male clients study. All the needs for programming have been discussed and prioritized to ensure the needs for programming are captured in the study design.
- The full bidding process for research agency selection brought a good opportunity for PSI to identify new research agencies and further improve the quality of PSI's studies.
- PSI experienced some difficulties in collecting data for PMTCT reports.
- VCT client uptake data collection remains challenging with some discrepancies between data provided by PAC coordinators and secondary data from VCT services provider's database.

Plan for next quarter:

- Complete the data analysis and disseminate key findings of the survey among male clients of SWs Round II to programmers
- Conduct the field data collection for the baseline behavioral survey among male IDUs
- Finalize the study design and conduct the field data collection for the evaluation of PMTCT program
- Finalize the study design, conduct the field data collection, and data analysis for the monitoring survey on PSI's IPC coverage with male clients of SWs (TRaC-M study).
- Revise the IDU-SW intervention database with Unique code of venues for better measure the coverage of our intervention
- Review all current MIS form for improving quality of collection data
- Improve the self-administered questionnaire (for PMTCT and VCT) and revise the database accordingly.

II. PROBLEMS ENCOUNTERED OR BARRIERS TO IMPLEMENTATION, IF ANY, AND THEIR SOLUTIONS

None

III. INFORMATION ON COST OVERRUNS, IF ANY

None